

# Getting Started With **CANVA**

Learn how to use Canva as  
a complete beginner!

**FOR FREE & PRO ACCOUNTS**



**The Possibility Awaits - Let's get started!**

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Use the Canva app for the best experience

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# 1

## CHAPTER 1

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# GETTING STARTED WITH CANVA

# GETTING STARTED WITH CANVA

First, you need an account. Canva has a FREE and PRO version to choose from. The free version is great for beginners who are just testing the waters. The pro version is recommended for serious digital product creators, as it has way more features and benefits.

|                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Canva Free</b><br>Design anything and bring your ideas to life. No cost, just creativity.<br><br><b>US\$0</b><br>/month for one person<br><br><a href="#">Get started</a>                                                                                                                                                                                                       | <b>Canva Pro</b><br>Unlock premium content, more powerful design tools, and AI features.<br><br><b>US\$15</b><br>/month for one person<br><br><a href="#">Start a free trial</a>                                                                                                                                                                                                                                                                                          |
| <b>Features you'll love:</b> <ul style="list-style-type: none"><li>✓ Easy drag-and-drop editor</li><li>✓ 1M+ professionally-designed templates</li><li>✓ 1000+ design types (social posts and more)</li><li>✓ 3M+ stock photos and graphics</li><li>✓ AI-generated writing and designs<sup>^</sup></li><li>✓ Design printing and delivery</li><li>✓ 5GB of cloud storage</li></ul> | <b>Everything in Free, plus:</b> <ul style="list-style-type: none"><li>✓ Unlimited premium templates</li><li>✓ 100M+ photos, videos, graphics, audio</li><li>✓ 1000 Brand Kits to manage your brand</li><li>✓ Quickly resize and translate designs</li><li>✓ Remove backgrounds in a click</li><li>✓ Boost creativity with 20+ AI tools<sup>^</sup></li><li>✓ Plan and schedule social content</li><li>✓ 1TB of cloud storage</li><li>✓ Online customer support</li></ul> |

1

## CHOOSE YOUR PLAN

I highly recommend the pro but the free version will be fine to start with

2

## FOLLOW THE PROMPTS

to complete registration

3

## CONFIRM YOUR ACCOUNT

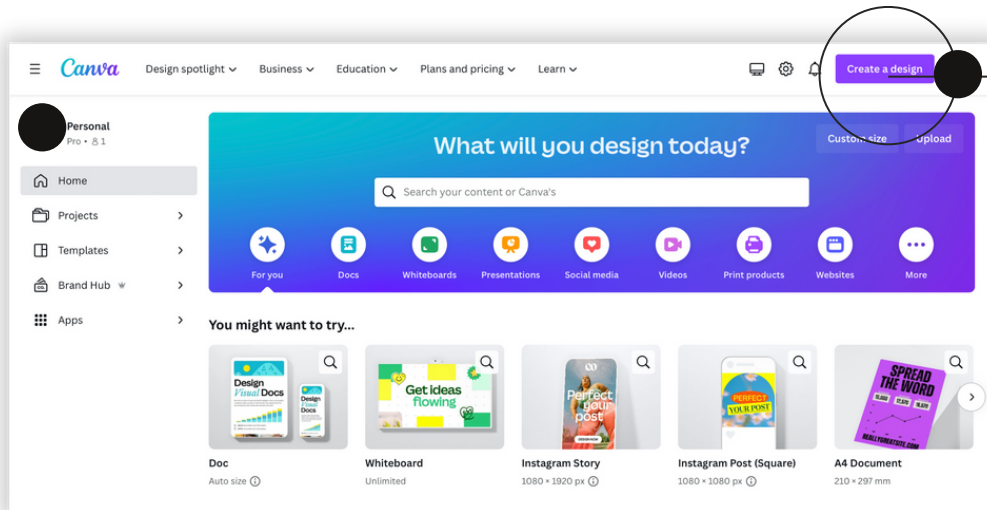
by email and you're all set to go!

GET CANVA



# STARTING YOUR DESIGN

After you create your account, your home screen will look something like this and now it's time to start designing!



TO START

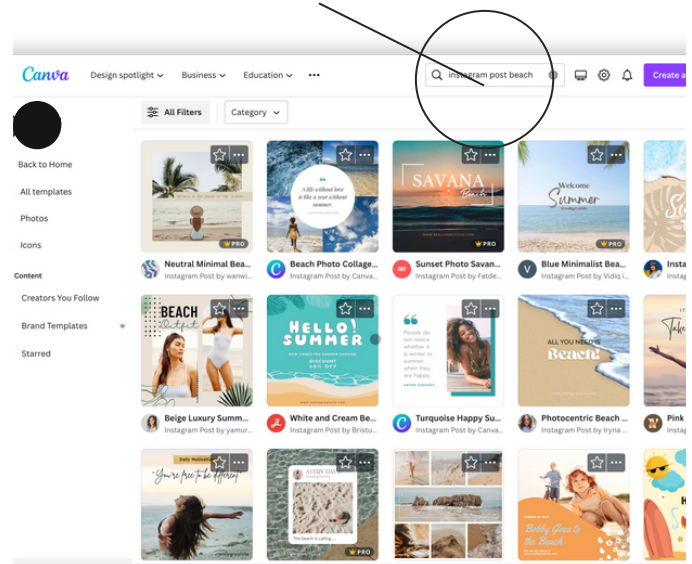
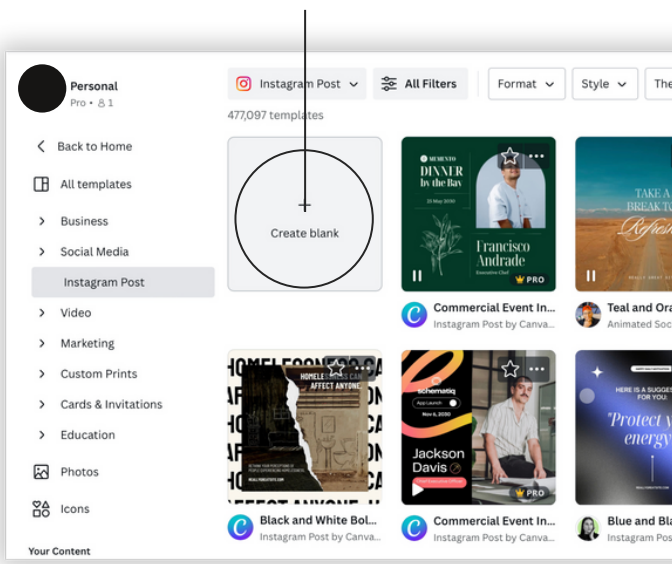
Press the **CREATE A DESIGN** button and either choose a pre-sized project or choose **CUSTOM SIZE** and add in your measurements

Popular pre-sized projects include:  
**INSTAGRAM REEL | FACEBOOK POST | ETSY BANNER | E-BOOK | DOCUMENT**

**CREATE BLANK**  
and start from scratch

OR

**CHOOSE A TEMPLATE**  
use the search bar



# LOADING A TEMPLATE YOU'VE PURCHASED

Make sure you are logged into Canva and start by clicking the link you were sent with your purchase.

A template has been shared with you.  
Click on the link below to access it.



Click on 'USE TEMPLATE' and it will open up ready for you to edit

**TIP!** - I always recommend making a copy before you change anything in case you need to revert back to the original!

A person wearing a white blouse with ruffled sleeves is sitting at a desk. Their hands are clasped together in front of them. A laptop is open on the desk, and the person's hand is resting on the trackpad. The background is slightly blurred, showing a desk environment.

# 2

## CHAPTER 2

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# YOUR WORKSPACE

# YOUR TOOLS

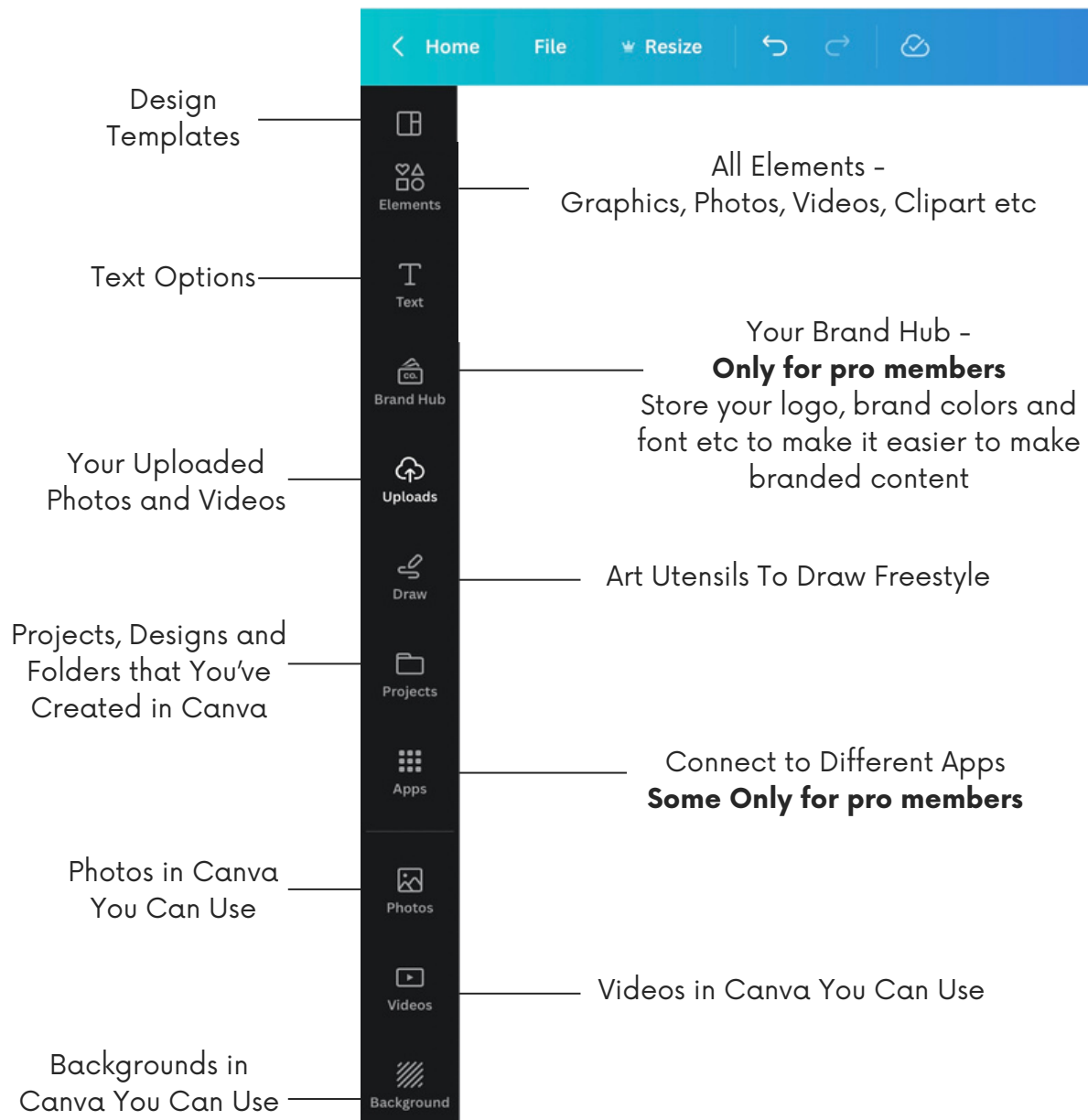
Learning how to utilize the Canva tools will make your designing process faster and easier

The image shows a screenshot of the Canva text editing toolbar with various tools labeled. The labels include: 'Choose Your Fonts' pointing to the font dropdown; 'Undo | Redo Edits' pointing to the undo and redo icons; 'Font Style Bold, Italic, Underline' pointing to the B, I, and U icons; 'Font Alignment Left, Middle, Right, Justified' pointing to the alignment icons; 'Letter Spacing & Line Height Adjust Space Between Letters and Lines' pointing to the spacing and line height icons; 'Font Size' pointing to the size input field; 'Font Color' pointing to the color selection icon; 'Change Font to Upper or Lower Case' pointing to the aA icon; 'Bullet Points' pointing to the list icon; 'Font Special Effects' pointing to the Effects icon; 'Animate Text' pointing to the Animate icon; and 'Position' pointing to the Position icon. The toolbar also includes a 'CANVA BASICS EBOOK' link, a plus sign for more options, and a download icon. The left sidebar shows navigation options: Home, File, Resize, Undo, Redo, Elements, Text, Brand Hub, Uploads, Draw, Projects, Apps, Photos, Videos, and Background.

**NOTE**  
The crown icon you see on some fonts, photos and elements means it is a pro feature and not available with a free account

- 1 Position - Arrange layers or align text, elements and photos in your design
- 2 Transparency - adjust the transparency of text, elements or photos in your design
- 3 Copy and paste styles in your design
- 4 Lock text, elements, or photos in your design to stop them from moving

# YOUR WORKSPACE



**Please note - Some features are only available for pro members**



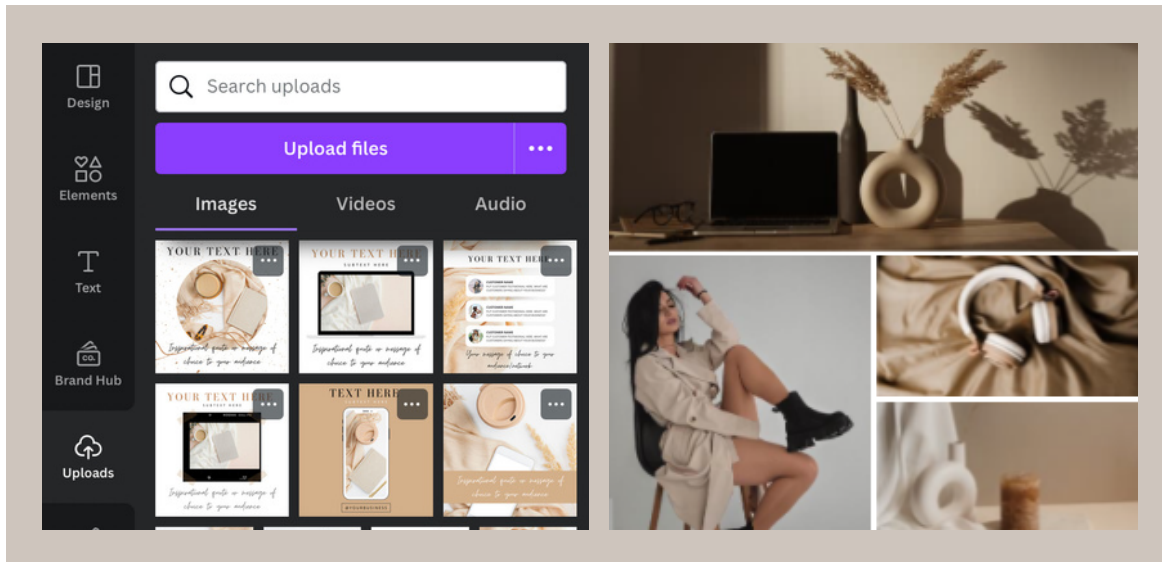
# 3

## CHAPTER 3

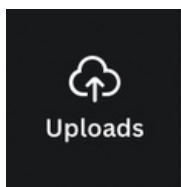
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# YOUR TOOLSET

# UPLOADING PHOTOS AND VIDEO



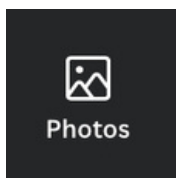
## UPLOADING YOUR OWN PHOTOS



Uploading photos and videos to Canva is easy!

- Tap or click the uploads icon
- Then select 'UPLOAD FILES'
- Locate the files you want to upload and select ADD
- Then tap or click the uploaded files to add to your design

You can also drag and drop from a mac

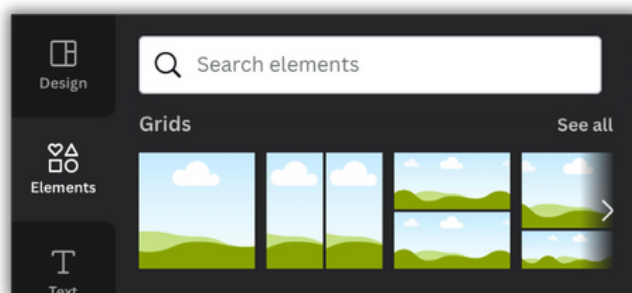


Canva also has a HUGE library of photos and videos you can use in your designs

**Note - any that have the crown icon are only available for pro users**

# PHOTO GRIDS

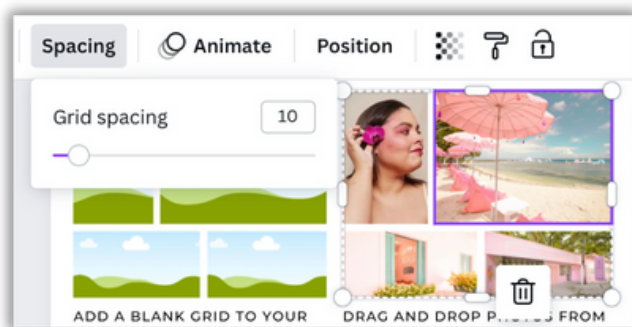
Photo grids are a great tool that will help you create a clean aesthetic to your design for a professional look



1

## CHOOSE YOUR GRID

You'll find them in 'ELEMENTS' tap 'SEE ALL' to expand



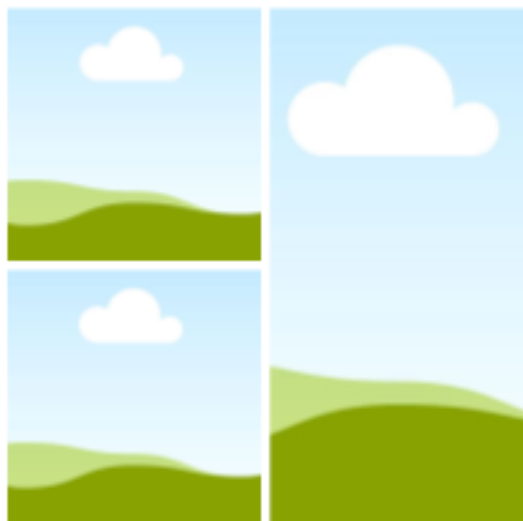
2

## EDIT THE SPACING

Adjust the spacing in your photos by clicking 'SPACING' then slide the bar to the left or right

3

Drag and drop images from your uploads or Canva photos



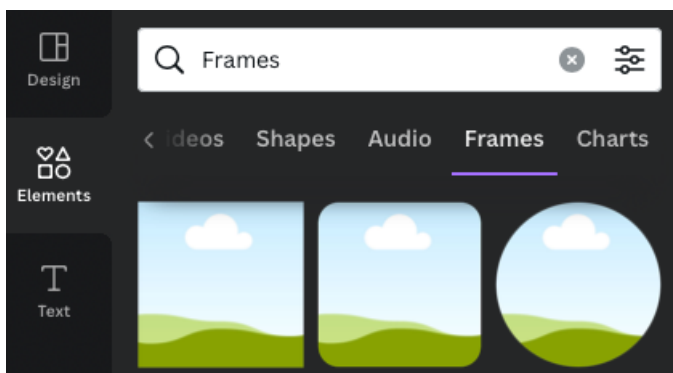
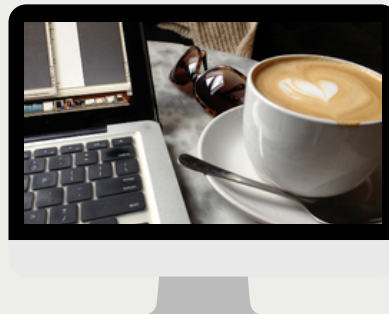
# PHOTO FRAMES

Frames allow you to ADD or CROP images and videos into the shape of the selected frame



Canva has lots of different shape and style frames to choose from, including basic shapes as well as phone and laptop mockups

Great for  
business  
posts!

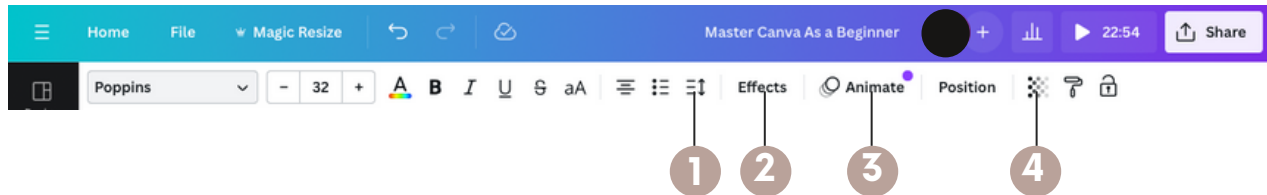


## TO ADD A BLANK FRAME

Go to 'ELEMENTS' then scroll down to 'FRAMES' (or use the search) click or tap 'SEE ALL' to expand

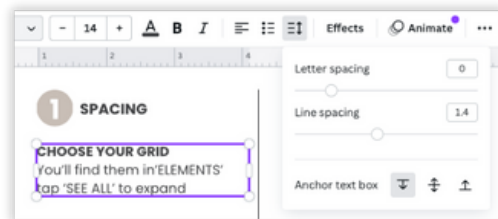
**You can do the same with video!**

# EDITING TOOLS



## 1 SPACING

The Spacing tool allows you to increase or decrease the spacing between text and lines

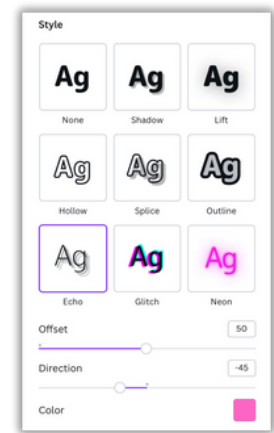


## 2 EFFECTS

Effects allows you to add some flare and make your text pop

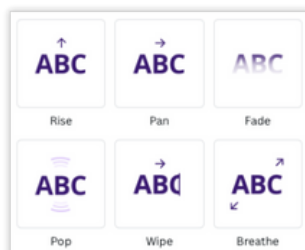
EXAMPLE

Here I've used the 'SPICE' option



## 3 ANIMATE

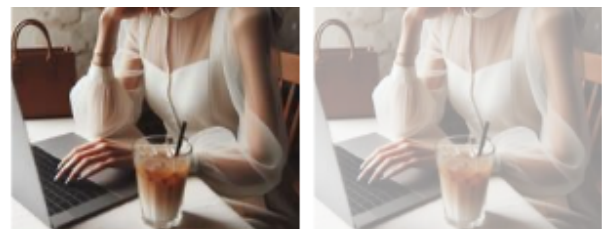
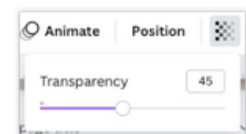
This feature allows you to animate text, photos, elements or your entire design!



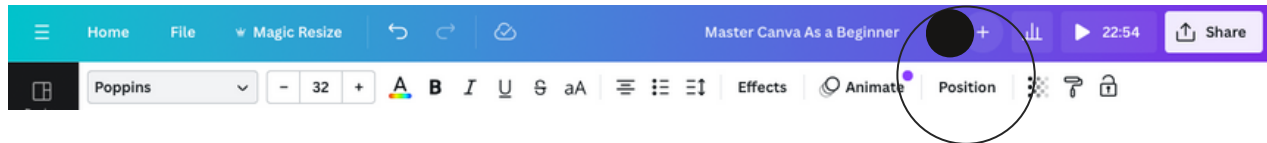
Select the text, choose 'ANIMATE' and choose from lots of options!

## 4 TRANSPARENCY

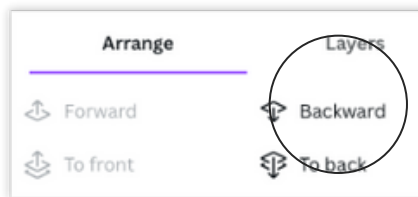
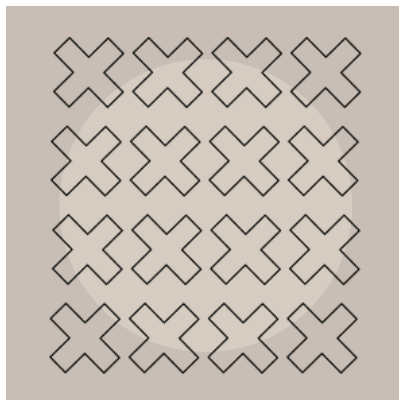
This feature changes the opacity of a photo, text or element



# POSITION TOOL AND LAYERS

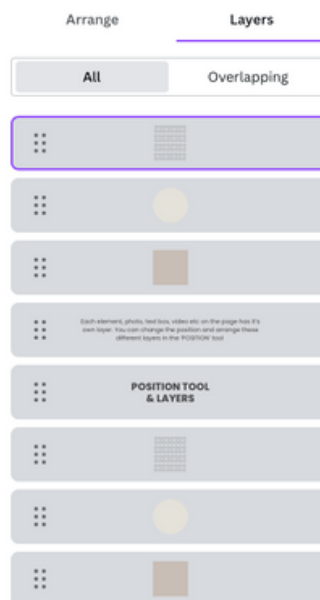
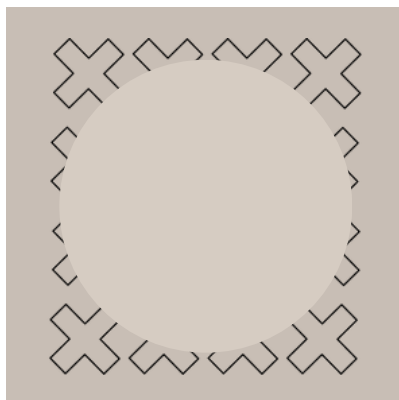


Each element, photo, text box, video etc on the page has it's own layer. You can change the position and arrange these different layers inside the 'POSITION' tool



**TO MOVE THE CIRCLE TO THE FRONT HERE**

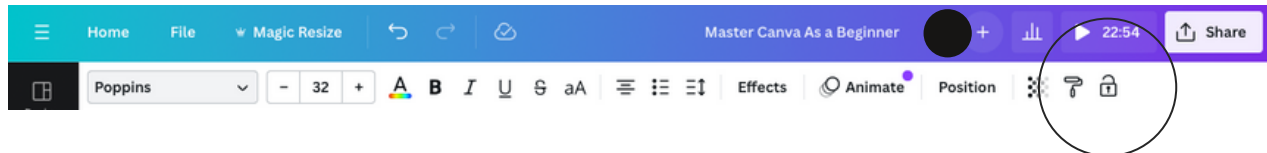
I have selected the cross pattern, Clicked on 'POSITION' and tapped on 'BACKWARD' to move it back a layer



You could also drag from the layers panel to re-order

**With the 'POSITION' tool, you can also align different elements**

# LOCKING DESIGN ELEMENTS



Locking design elements is a great way to keep your design organized and keep parts of your design locked into place so you don't accidentally move them when working on other elements.

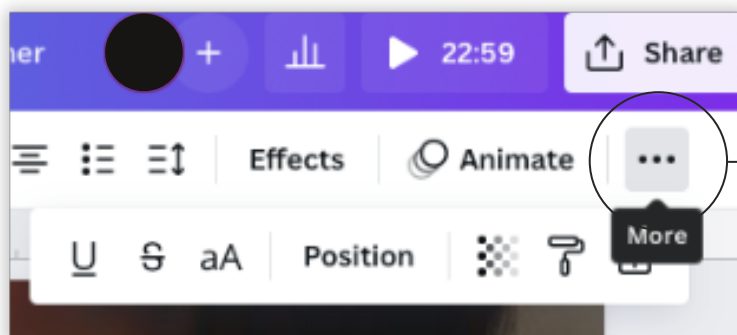
## TO LOCK A DESIGN ELEMENT

Simply select the item you want to lock into place and select the LOCK icon



## TO UNLOCK A DESIGN ELEMENT

Select the item you want to unlock and select the LOCK icon again



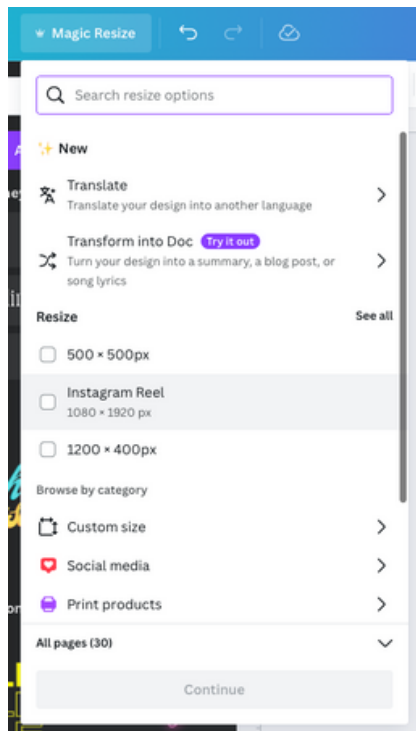
## HIDDEN TOOLS

If your screen is low on space it will hide some of these tools. Just click the 3 dots to find them

# MAGIC RESIZE



This tool will save you so much time!



## TO RESIZE YOUR DESIGN IN SECONDS

Select 'MAGIC RESIZE' and either choose a size from the list or add your custom dimensions

COPY & RESIZE will create a new design

RESIZE will change the current design



## NOTE

You may need to make a few adjustments once the design has been re-sized

This feature is only available with a pro account



# 4

## CHAPTER 4

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# FONT PAIRINGS AND HYPERLINKS

# FONT PAIRINGS

Choosing the right fonts that pair well is crucial for a good design! - Here are some of my favorite's!

TAN MON CHERI  
OPEN SANS

DM SERIF DISPLAY  
DM SANS

PLAYFAIR DISPLAY  
LATO

BLACK MANGO  
Garet

Safira March  
Abhaya Libre

ALATA  
POPPINS

BAUER BODINI  
BODY GROTESQUE SLIM

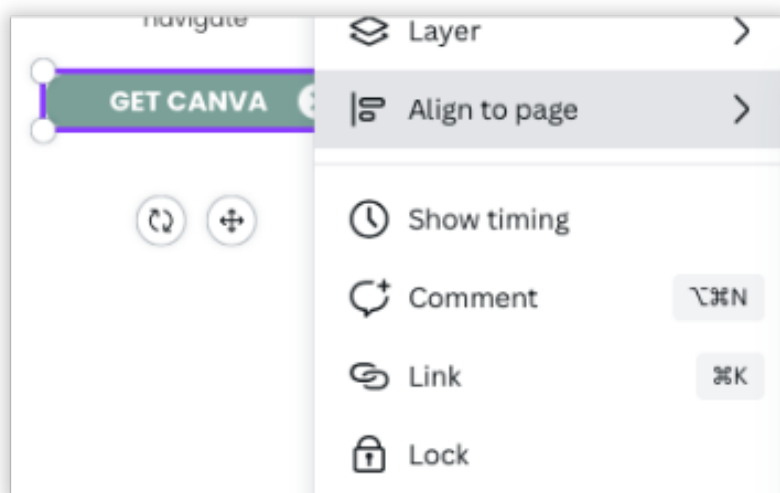
DM Serif Display  
*Breathing*

SIX CAPS  
Poppins

Tan Songbird  
MOONSHINE

# ADDING HYPERLINKS

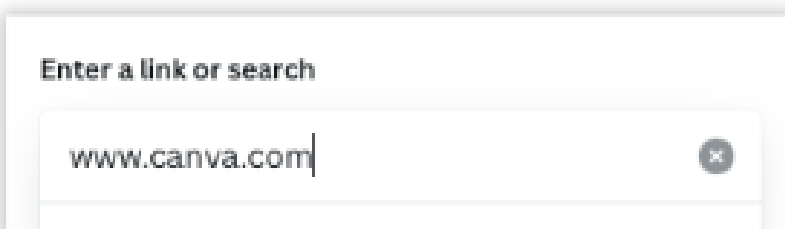
This is a super cool feature you can use to link text, images, elements or buttons to either a website, document or another page of your project. Perfect for if you have a huge document like a 'life planner' so you can make it easier to navigate.



GET CANVA

## TO ADD A WEBSITE LINK TO THIS BUTTON ABOVE

Right click on the element and choose 'LINK' from the dropdown and enter the website in the box - hit 'ENTER' or 'DONE'



Now when someone clicks on this button from a PDF you send them, it will take them straight to the website you entered!

## NOTE -

You can also link text or elements to another page of your design. Instead of adding in a website, scroll down and choose the page you want to link to!

## TO ADD A LINK TO TEXT IN A PARAGRAPH

Highlight the text you want to link and the 'LINK' icon will appear

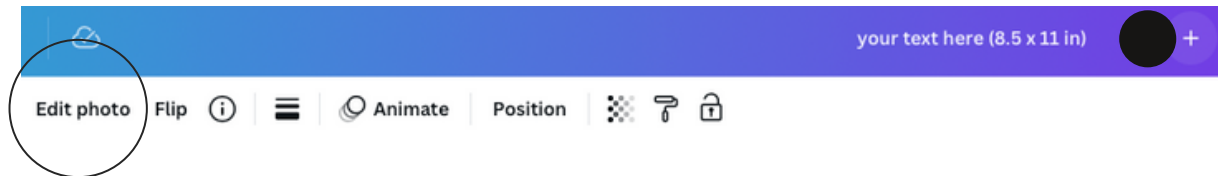
# 5

## CHAPTER 5

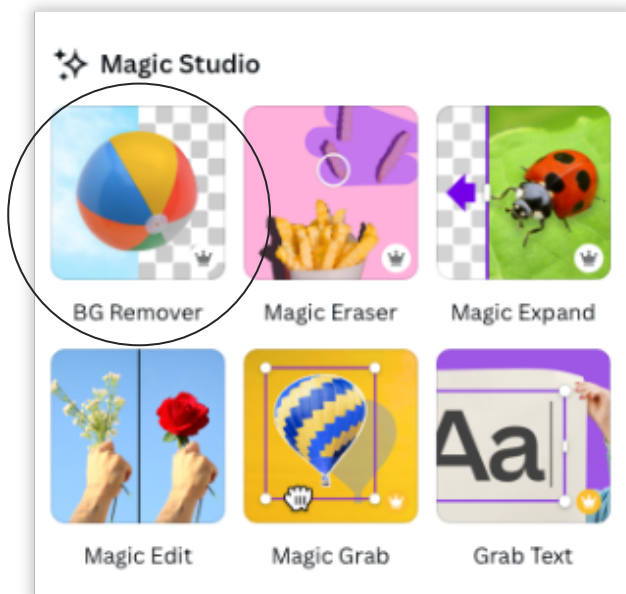
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# CANVA MAGIC STUDIO

# BACKGROUND REMOVER TOOL



Once of my favorite tools for professional designs!



## TO REMOVE THE BACKGROUND OF AN IMAGE IN SECONDS

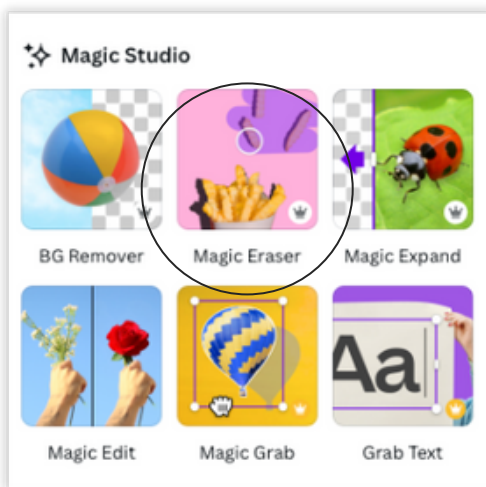
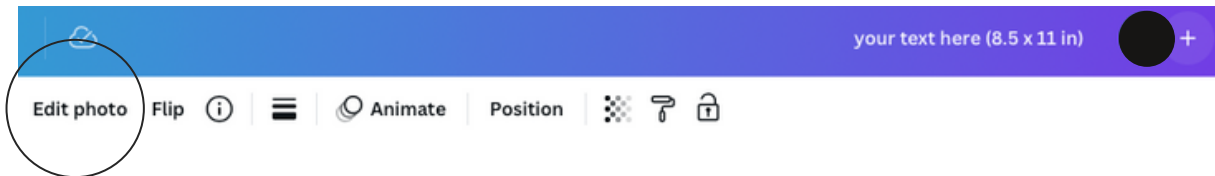
Select your photo and choose 'EDIT PHOTO' then tap the 'BG REMOVER'

### DESIGN TIP

Create dimension by adding text behind an image. In pic 3 below I have duplicated the photo, used BG remover on the top photo and arranged the text layer to go in between + added a glow



# MAGIC ERASER



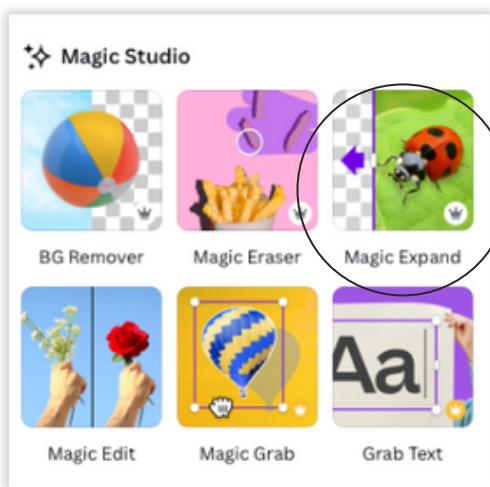
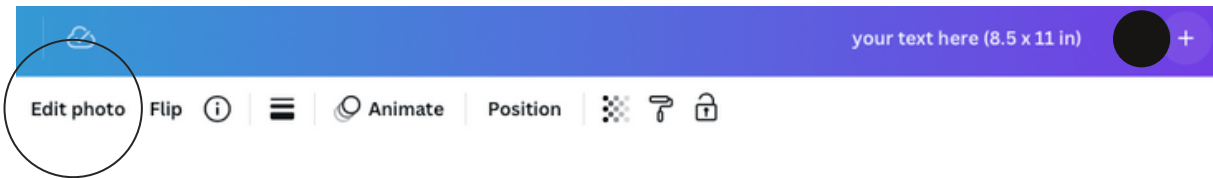
## TIDY YOUR IMAGES AND REMOVE UNWANTED PARTS EASILY

Select your photo and choose 'EDIT PHOTO' then tap the 'MAGIC ERASER'.

Use the brush to draw over the parts you want to be removed



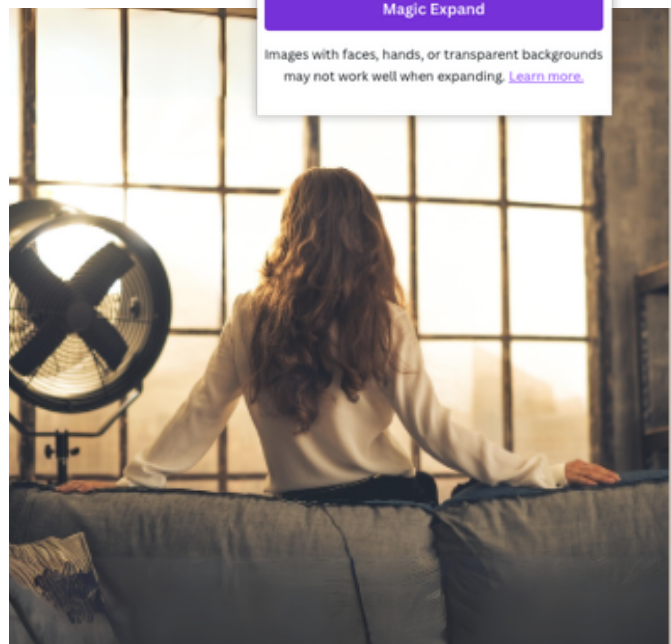
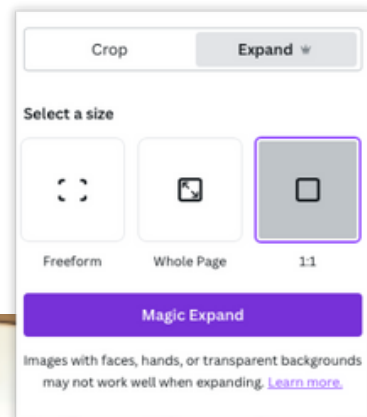
# MAGIC EXPAND



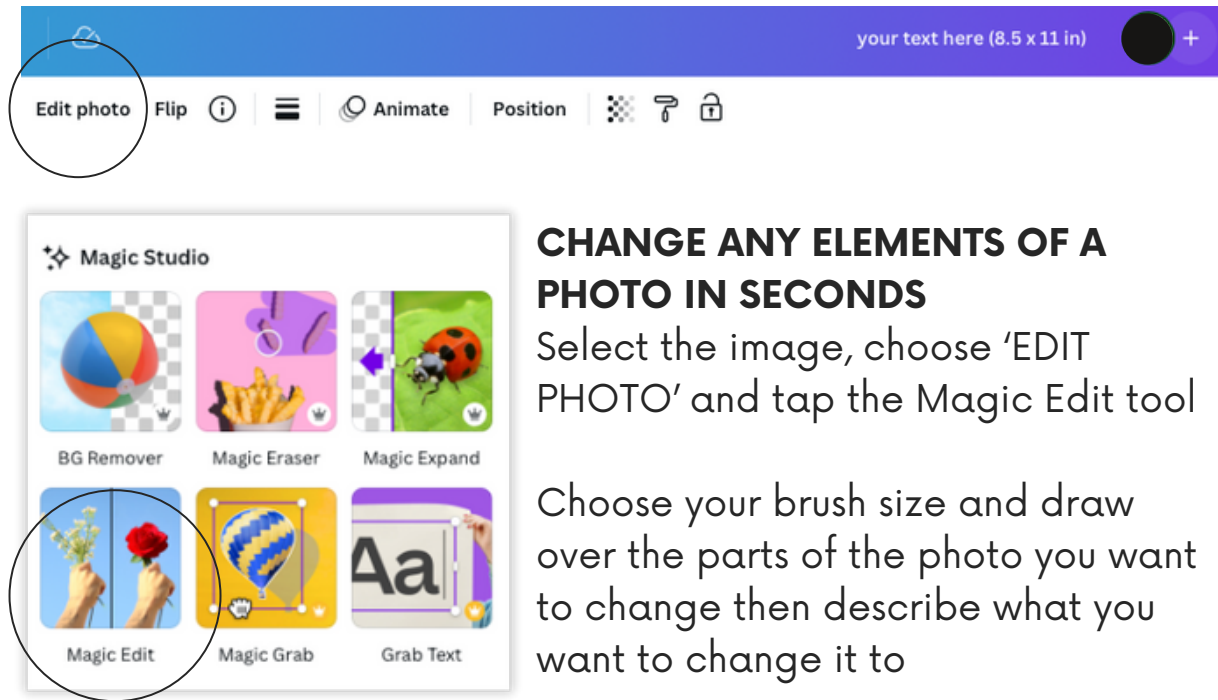
## QUICKLY EXTEND THE BACKGROUND OF AN IMAGE

If you have an image that cuts off, use the Magic expand tool and it will extend your background!

Choose 1:1 or whole page



# MAGIC EDIT



## CHANGE ANY ELEMENTS OF A PHOTO IN SECONDS

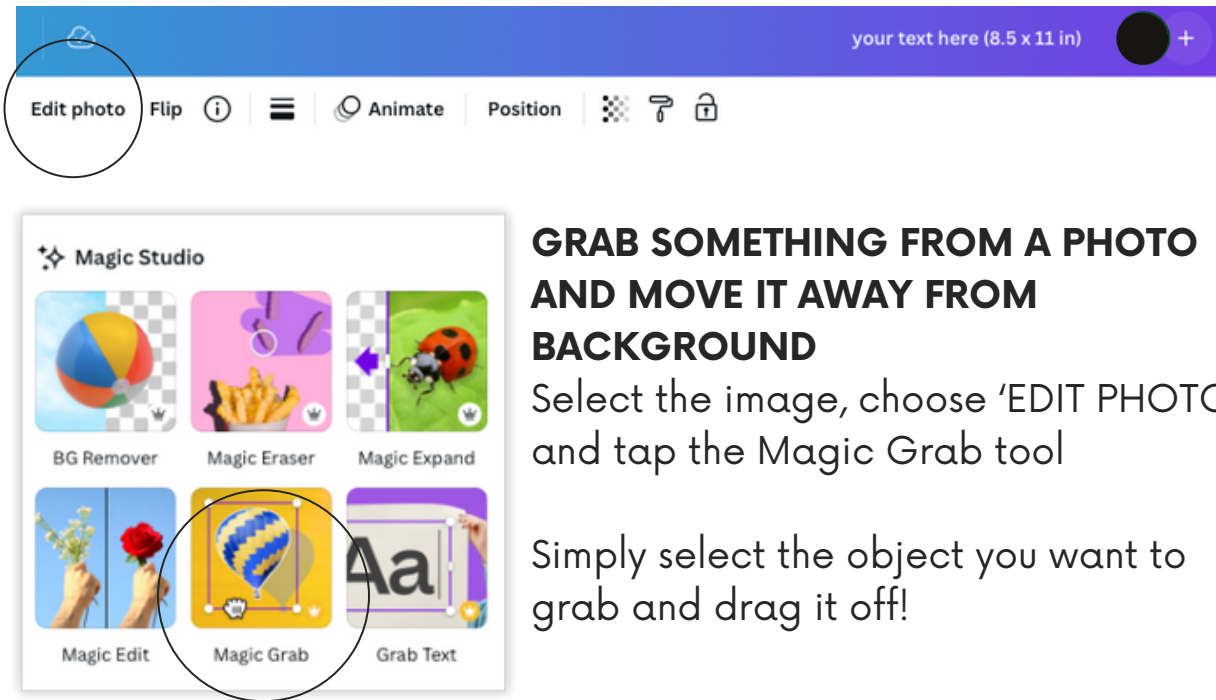
Select the image, choose 'EDIT PHOTO' and tap the Magic Edit tool

Choose your brush size and draw over the parts of the photo you want to change then describe what you want to change it to

On the images below, I drew over the papers and asked for **"a bunch of white roses"**



# MAGIC GRAB



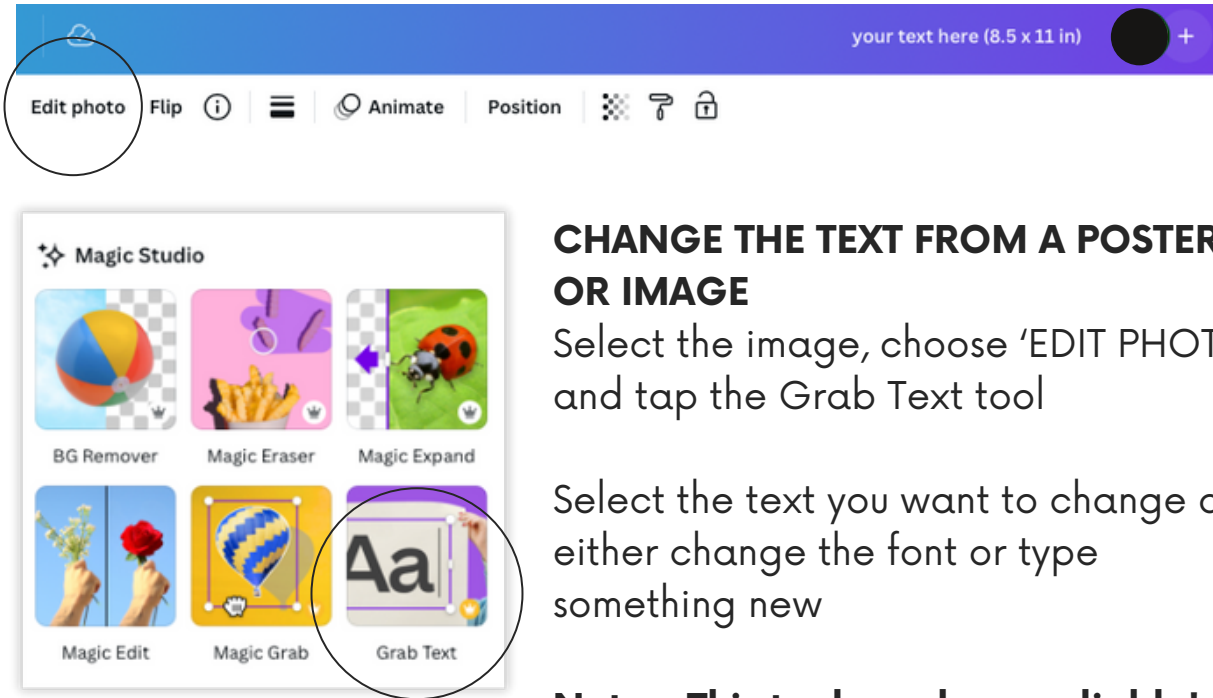
## GRAB SOMETHING FROM A PHOTO AND MOVE IT AWAY FROM BACKGROUND

Select the image, choose 'EDIT PHOTO' and tap the Magic Grab tool

Simply select the object you want to grab and drag it off!



# GRAB TEXT



## CHANGE THE TEXT FROM A POSTER OR IMAGE

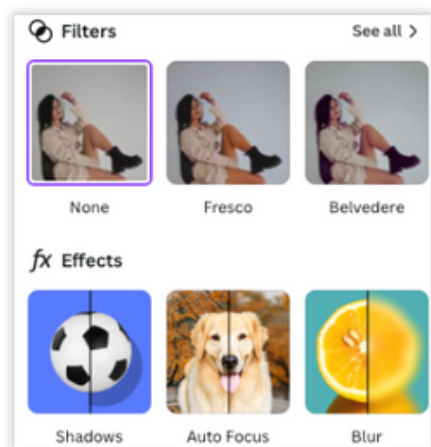
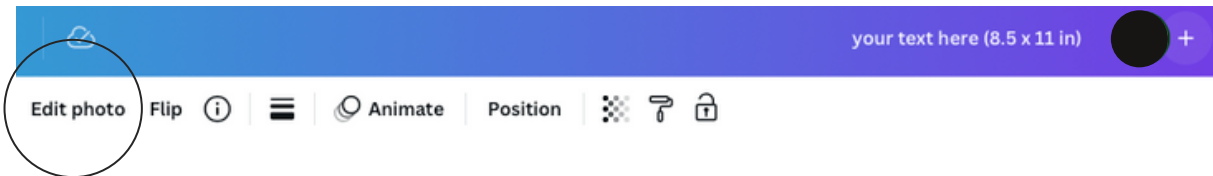
Select the image, choose 'EDIT PHOTO' and tap the Grab Text tool

Select the text you want to change and either change the font or type something new

**Note - This tool can be unreliable!**



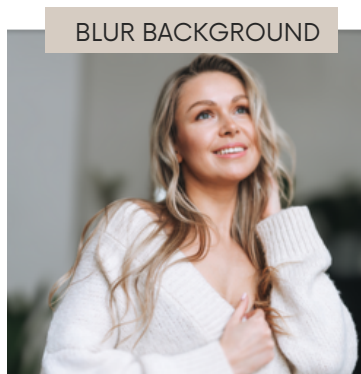
# PHOTO FILTERS AND EFFECTS



## EDIT YOUR PHOTOS BY ADDING FILTERS AND EFFECTS

You can find lots of different filters and effects to add to your images - I have added some examples below

You can also change the intensity





# 6

## CHAPTER 6

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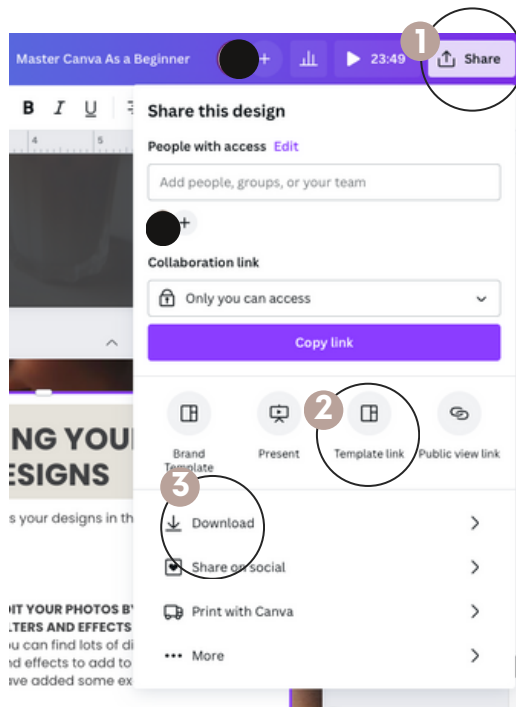
# HOW TO SAVE AND SHARE A PROJECT

# SAVING AND SHARING YOUR PROJECTS

## TO SAVE YOUR DESIGN TO YOUR DEVICE OR TO SHARE

There are a few different ways depending on the format you need

- If you are saving an image or social media graphics for example, you will download the project and save it as a PNG or JPG
- If you are saving a document or guide, download as a pdf (this format will keep any links in your document that you set up)
- If you are selling your projects as templates, or PLR templates (that your customer will need to edit), you will share the **template link**.



### 1 CLICK THE SHARE BUTTON

On top right

### 2 TEMPLATE LINK

Use this option if you want to create a link to your template where any user can edit the design - this will not change your original

### 3 CHOOSE DOWNLOAD

Choose download to save to your device. Canva will suggest the best format depending on the contents but you can always change this.

Options include PDF, JPEG, PNG, MP4

**NOTE - Choose a transparent background for things like logos!**

Canva auto-saves your designs in the app as you edit!

# Check out more blueprints for your business

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## POSSIBILITY AWAITS

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DIGITAL MARKETING

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## The Possibility Awaits - Let's get started!

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